HP Partner Weekly

Supporting our Channel Partner Community with Product Information + News On Promotions, Events & Training

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Your customers can upgrade size, spec and capacity for just $1

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- **Offer 1:** Purchase an HP ProBook 6550b Series Notebook PCs get an HP 90W Basic Docking Station for just $1
- **Offer 2:** HP ProBook 6450b Series Notebook upgrade to WWAN for just $1
- **Offer 3:** HP LE2001 WM 20" Widescreen Monitor, upgrade to HP LE2201W 22" Widescreen Monitor for just $1
- **Offer 4:** HP LA22F 22" Widescreen Monitor, upgrade to HP LA24105WG 24" Widescreen Monitor for just $1
- **Offer 5:** HP Z200 CMT Workstation with Intel® Core™ i5-660 Processor, upgrade to HP Z200 CMT Workstation with Intel® Xeon™ X3430 Processor for just $1

TECHNOLOGY@WORK

Calling all Victorian and New South Wales HP Partners – register for TECHNOLOGY@WORK 2011 today! And make sure you invite your customers!

Mark your calendar for HP TECHNOLOGY@ WORK 2011

Sydney — 10th May, 2011
Sydney Convention & Exhibition Centre
MARK CALENDAR

Melbourne — 18th May, 2011
Melbourne Convention Centre
MARK CALENDAR

If you have not registered yet, we encourage you to do so NOW as places are limited!

For complete program details and to register visit **hp.com.au/taw11**

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Enterprise Servers and Storage Networking

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HP P6000 Enterprise Virtual Array Pre-Release

HP P6000 EVA official launch on 7 June 2011.

The highly anticipated next generation of the Enterprise Virtual Array (EVA), the HP P6000 EVA, will officially be launched on 7 June 2011. However, under an HP Non-Disclosure Agreement (NDA), we are now able to provide HP Partners and HP Customers with a P6000 EVA presentation, configurations and preliminary pricing upon request.

The HP P6000 Enterprise Virtual Array (EVA) is an enterprise class virtual storage array family for midsized customers at an affordable price. With built in virtualisation, P6000 EVA is designed to improve capacity utilisation and be easy to manage, which lowers the cost of ownership compared to traditional arrays. These arrays have high performance, scale easily, and are highly reliable and available. P6000 EVA is a trusted platform for enterprise application consolidation with solutions for Microsoft Exchange and SQL, Oracle, and SAP. It also offers integration with virtual server platforms from VMware, Microsoft and more, plus broad operating systems support.

What's new in the P6000 Enterprise Virtual Array?

New P6000 EVA hardware:

- 2.5" SAS Disk Drives – allowing a 50% smaller EVA footprint and improved energy savings of over 40%
- Flexible SAN connectivity options – choose from Fibre Channel host ports only, or Fibre Channel and 1Gb/s iSCSI host ports, or Fibre Channel and 10Gb/s iSCSI/FCoE host ports

Two new models:

- P6300 EVA (replaces the EVA4400) - can support up to 10 drive enclosures for a total of 120 LFF SAS disks or 250 SFF SAS disks. Combinations of LFF and SFF drive enclosures, up to 10 drive enclosures, can be supported
- P6500 EVA (replaces the EVA6400) - can support up to 20 LFF drive enclosures for a total of 240 LFF SAS disks or 18 SFF drive enclosures for a total of 450 SFF SAS disks. Combinations of LFF and SFF drive enclosures, up to 20 drive enclosures, and up to 450 disks, can be supported.

New P6000 Software:

- New reservationless Thin Provisioning software and Dynamic Capacity Management software, supporting the P6000 EVAs and previous EVA models (included at no extra charge in P6000 Command View license)
- Dynamic LUN/RAID migration: Change the characteristics of an existing LUN such as RAID type, Disk type, LUN size while the host I/O operation is active (included at no extra charge in P6000 Business Copy license)
- Enhanced Large LUN support including the ability to shrink and grow a LUN greater than 2TB integrated with Business Copy and thin provisioning

The current HP EVA4400 and EVA6400 models will be available until December 2011, whereas the EVA8400 will continue to be available in 2012 for customers who want to expand their existing EVA8400 data centre foot print.

For the HP P6000 EVA information and configuration assistance, please contact your HP Sales representative.

Attach opportunities:

With the launch of the P6000, now is the right time to consider ongoing maintenance and assessment services for existing EVA install base, and plan data migration from an existing EVA or competitive array to the new P6000.

- UL523E/HG921A1#12PHP: Storage Data Migration for EVA
- UV698E/HK696A1#2BT: 1xEVA Firmware Update Service
- UL524E/HG922A1#12Q: EVA Performance Analysis

Please contact **timothy.windever@hp.com** for initial guidance on configuring and quoting services for new P6000.

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Melbourne Convention Centre

MARK CALENDAR

Register and follow **@hptechatworkau** on Twitter for your chance to win an HP Notebook Companion Projector, RRP $699! *Conditions apply

Don't miss this compelling Executive Session

"Connecting the End User to the Enterprise - The CIO Perspective"

Prepare to be enlightened as top experts from HP examine issues highest on the agenda of all IT Specialists:

- Connecting the end user to the enterprise
- Mobility, flexibility & speed
- Security in the cloud

We invite you to explore HP's innovative latest offerings. You will be introduced to our newest breed of devices and applications infrastructure which promise to deliver unprecedented value to your organisation.

If you have not registered yet, we encourage you to do so NOW as places are limited!

For complete program details and to register visit **hp.com.au/taw11**

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OFFER 1: Purchase an HP ProBook 6550b Series Notebook PCs get an HP 90W Basic Docking Station for just $1

- HP ProBook 6550b Series Notebook PCs with Genuine Windows® 7 Professional
- 15.6" diagonal HD LED display, innovative security features and wireless connectivity.
- For just $1 extra, your customers can pick up an HP 90W Basic Docking Station.
- RRP $269 inc. Save $268! Part No: VB041AA
- Offer also available on selected HP ProBook 6450b Series Notebooks

OFFER 2: HP ProBook 6450b Series Notebook upgrade to WWAN!

- Genuine **Windows® 7 Professional*,**
- **Intel Core i5-580M Processor, 14" LED-backlit HD Screen, 4GB DDR3 Memory**
- **RRP $1499** inc. GST. Part No. XP884PA
- For $1 extra, upgrade the HP ProBook 6450b to have WWAN/3G Broadband embedded!
- Pay $1500 and save $149! Part No: XP885PA
- Offer also available on selected HP ProBook 6550b Series Notebooks

OFFER 3: HP LE2001 WM 20" Widescreen Monitor

- Aspect Ratio – 16:9, Brightness – 250nits / Contrast Ratio – 1000:1
- RRP $379 inc. GST PN: VN692AA
- For $1 extra, upgrade to HP LE2201W 22" Widescreen Monitor
- Aspect Ratio – 16:10, Brightness – 250nits / Contrast Ratio – 1000:1
- Pay $380 and save $49! Part No: NK571AA

OFFER 4: HP LA22F 22" Widescreen Monitor

- Aspect Ratio – 16:9, Brightness – 250nits / Contrast Ratio – 1000:1
- RRP $549 inc. GST PN: VU893AA
- For $1 extra, upgrade to HP LA24105WG 24" Widescreen Monitor
- Aspect Ratio – 16:10, Brightness – 300nits / Contrast Ratio – 1000:1
- Pay $550 and save $149! Part No: NL773AA

OFFER 5: HP Z200 CMT Workstation

- Genuine Windows® 7 Professional*
- Intel® Core™ i5-660 Processor^, 4GB DDR3 Memory, 1TB Hard Drive, nVidia NVS 295 Graphics (256MB)
- RRP $1,999 inc. GST. Part No. LA416PA
- For $1 extra, upgrade to HP Z200 CMT Workstation with Intel® Xeon™ X3430 Processor^, 2 x 500GB Hard Drives, nVidia Quadro 600 Graphics (1GB)
- RRP $2,399 inc GST, that's a saving of $399! Part No: LA417PA

Important ordering information – sales promotion code

To ensure you get the pricing to support these fantastic offers, please quote the following sales promotion code when ordering: **86518013**. Terms and conditions apply; see the promotions section of the HP Partner Portal for full details.

Marketing collateral

To help you advertise this terrific offer to your customers, HP has produced some web and email banners for your use. We have also created a PDF which we can edit to include your call to action details. If you would like HP to do this for you, please email **tracey.mackellin@hp.com**

Alternatively, visit the **HP Partner Portal** Promotions section for full details.

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PSG Scope: log your deals, earn bonus cash!

Scope your deals; get rewarded in a few easy steps!

Step 1: Do you have a pending opportunity in your funnel for either Thin Clients, Workstations or RPOS products?

Step 2: If yes, log onto HP Rewards at **www.hprewards.com.au**

Step 3: Click on the "PSG Scope" link and log that deal

Step 4: We'll review it

Step 5: When you close that deal, send us proof of execution (customer invoice)

Step 6: Receive your cash reward!

What is PSG Scope?

PSG Scope rewards you with cash when you log eligible deals and ultimately close them. The cash will be paid onto your HP Rewards Visa Card so you must be a part of the HP Rewards program to participate.

The program will run for a period of six (6) months so you have plenty of opportunity to log and close your deals in the required time frame.

What product lines are eligible?

- HP Workstations: 5X, 9H, TB and TA
  (All Workstations, options, monitors and Mobile Workstations)
- HP Thin Clients: 2C
  (ALL THIN CLIENT PRODUCTS)
- HP Retail Solutions: US and UT
  (Retail Point of Sale and Digital Signage Display Products)

PSG SCOPE PROMOTION
Workstations, Thin Clients, Retail Solutions

Deal Values and Cash Incentives

HP Workstations

The incentive will be determined by the value of the deal. Deals of:

- $25,000 – $49,999: will receive a personal rebate of $125 for HP Lead opportunities and $250 for Partner Lead Opportunities
- $50,000 – $99,999: will receive a personal rebate of $250 for HP Lead opportunities and $500 Partner Lead Opportunities
- $100,000+: will receive a personal rebate of $500 for HP Lead opportunities and $1,000 for Partner Lead Opportunities

HP Retail Solutions

The incentive will be determined by the number of units sold (revenue must be greater than $15,000):

- $10 for each RPOS systems
- $20 for each DSD panels

HP Thin Clients

The incentive will be determined by the number of units sold (minimum of 40 units):

- $5 for each Thin Client unit

Important notes

- The program is valid 1 March – 31 August 2011
- The deal must be registered on the Scope program site to PRIOR to closing to receive your incentive
- You will only earn your cash rebates when you ultimately close your logged deals.
- HP Sales Specialists will be reviewing and verifying all deals
- The program is open to HP Premier Business Partner, Business Partner and Registered Reseller Sales Representatives
- Please confirm with your Partner Principal that you are permitted to participate
- Terms and conditions will apply – see the PSG Scope section of **www.hprewards.com.au**

Further information

If you have any early questions about the program, please email **tracey.mackellin@hp.com** today.

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Name	Description	More information	Dates
Channel Incentive Offers			
PSG Scope	Log your pending deals for eligible HP Workstations, Thin Clients, Retail Point of Sale Solutions & Digital Signage Displays and receive cash rewards when you ultimately close those deals!	**www.hprewards.com.au**	1 Mar – 31 Aug 2011
HP Rewards	Sell PSG products and services and you'll earn points. These points will be converted to cash & loaded directly onto your HP Rewards Visa Prepaid Visa Card.	**www.hprewards.com.au**	1 Nov 2010 – 31 Oct 2011
Hot Desktop and Monitor Bundles	Purchase eligible HP Commercial Desktops and HP monitor bundles at a great price. For full details see the web reference. All products will be featured in the May HP eCatalogue. Offer can only be purchased via authorised HP Distributors. Sales Promotion Code is #86517452	**Click here to access**	1 – 31 May 2011
Notebook Demo Stock Program	Selected HP Business Notebooks and Notebook Accessories can be purchased at a significantly discounted price for demonstration use in your customer display areas New offers coming out mid-May. Keep reading HP Partner Weekly for full details!	**www.hp.com.au/partnerportal**	New offers coming soon in May!
End-User Customer Incentive Offers			
May $1 Upgrades	Check out the website for some incredible opportunities for your customers to upgrade size, capacity, and specifications for just $1. Hot deals on the HP ProBook 6550b and 90w Docking station and some great opportunities to upgrade HP Widescreen monitors and the HP Z200 CMT Workstation. Partner note: Offer can only be purchased via authorised HP Distributors. Sales Promotion Code is 86518013	**www.hp.com.au/boost**	1-31 May 2011
HP eCatalogue	Great HP offers on the entire range of PSG products for your SMB customers. Personalise your own version and send it out to your customers.	**www.hp.com.au/ecatalogue**	Monthly

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Entice your partners to succeed with HP Education Services

Investments in technology alone do not ensure successful IT projects. Your customers need a skilled workforce that understands the full capabilities of their IT investments. They need a workforce who can help their organization to minimize IT downtime and increase business productivity.

How can your customers achieve this?

For your customers to develop a skilled IT workforce, a partner who offers a comprehensive portfolio of learning solutions that are targeted to specific business outcomes is essential. This includes reducing IT costs, controlling the risks to business operations and driving business faster growth.

What is the solution?

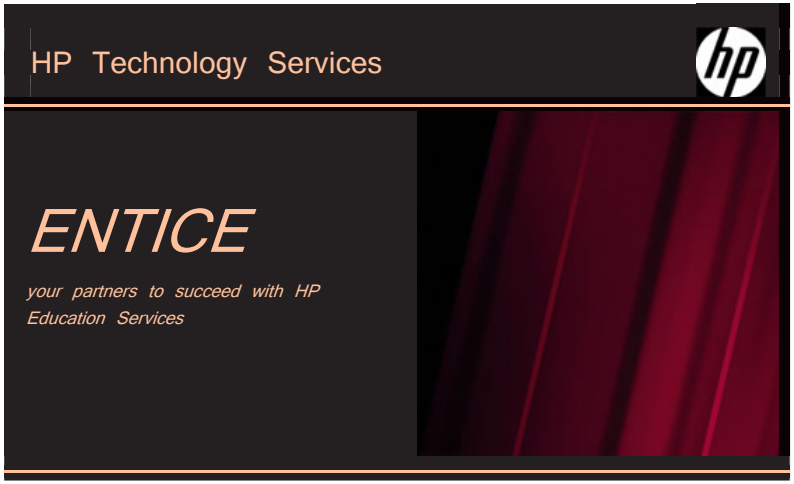
HP Education Services is your customer's source for unmatched content and training expertise to help them get the most from HP products and industry standard technologies.

Why HP Education Services?

HP is a global leader in Learning and Education, ranked among the Top 20 IT Training Companies globally by **Training Industry** for 3 consecutive years 2008 – 2010. HP is also recognized as "Industry Leader" by IDC in 2009 and 2010*.

How can you benefit?

- Leverage the tools. Right now the HP Value Services toolkit is available in the **HP Partner Portal**. Here you will find a brochure, quick reference guide and further information that will help you get prepared to sell HP Value Services.



Join our webinar

Topic: HP Education Services

Time and Date:
Wednesday, 25 May, 2011.
12:00PM – 1:00PM Singapore Time.

Registration details:
CLICK HERE to register
Course ID (live): 00329327
Offering ID (live): 01312148

What's in it for you?

Rewards, incremental rebates, sales growth, increased margins and increased opportunities. So what are you waiting for? Entice your customers with HP Education Services! Attend this session and encourage your partners and distributors to attend it too.

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HP TRIM 7.1 launch

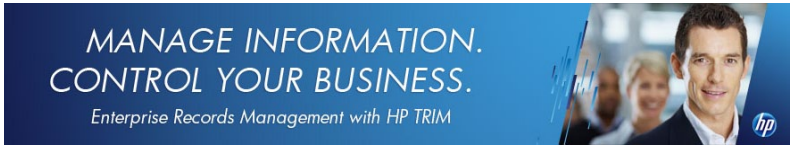
HP TRIM 7.1 is now available with a minor version of TRIM 7. The release includes:

- Simplified deployment experience and excellent documentation!
- Support for Office 2010, 2007, 2003 for Microsoft Word, Excel, PowerPoint and Project
- Action Tracking from the HP TRIM Web Client

The website **www.hp.com/go/hptrim** includes updated collateral, trail software, QuickSpecs, Support matrix (for supported platforms and obsolete items)

Partner Central includes new customer facing and sales enablement presentations and updated collateral.

Additionally, the **new HP TRIM campaign program** page on the hub has recently launched – there is a tab specifically for HP TRIM customers where information on TRIM 7.1 will be made available.



HP Executive Scorecard

HP Executive Scorecard is a dashboard solution for CIOs and other key decision makers in IT. It provides a measurement and a management platform for IT financials, processes, and performance. Executive Scorecard can gather data from HP IT management solutions, and third party sources. Its automation features eliminate the need for manual data entry into spreadsheets and similar tools.

For more information on this solution refer to the webpage: **http://www.hp.com/go/xs**.

To see a demonstration of this product **click here**.

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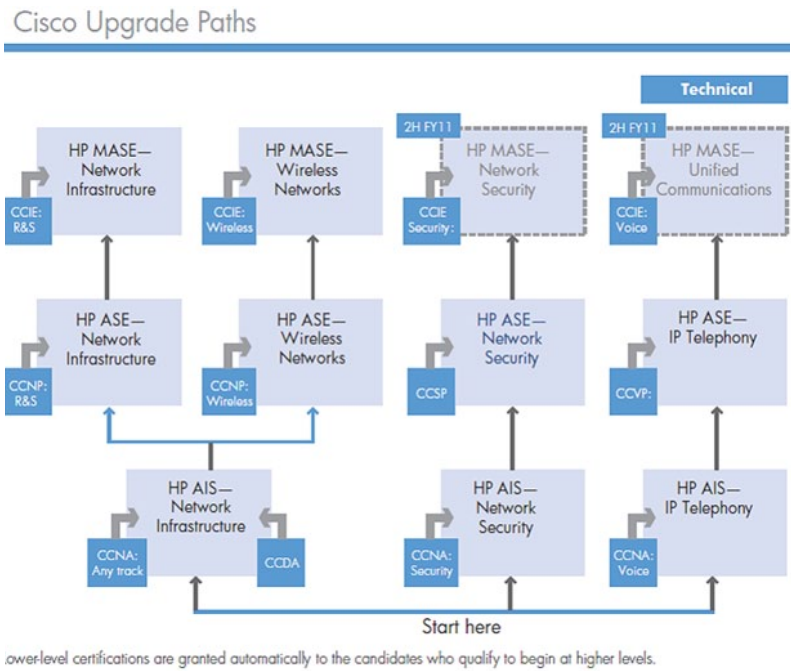
Cisco Upgrade Paths

We are pleased to announce that there is now a very quick way to have your CISCO certified professionals begin their journey towards achieving HP Networking certification equivalence, and in the process quickly contribute to your organisations certification and Competency requirements outlined in the HP ESSN Rewards program.

This process will therefore enable qualifying partners (those with the appropriate CISCO CCNP or CCIE certs) to quickly obtain the technical certification required for the HP Unified Networking competencies.



Lower-level certifications are granted automatically to the candidates who qualify to begin at higher levels.

Please note that in certification hierarchy terms a CISCO CCIE certification is equivalent to an HP MASE; the CISCO CCNP/CCSP/CCVP certifications are equivalent to HP ASE; and CISCO CCNA/CCDA/CCNA are equivalent to HP AIS Certifications.

From the annotation to the above diagram you will therefore see that if you have an engineer who carries a CISCO CCIE certification, HP will automatically grant that person with the lower level equivalent HP ASE Certification for the same path.

For example if you have an engineer who carries a CISCO CCIE R&S certification, HP will automatically grant that person with an HP ASE Network Infrastructure certification.

Likewise, if you have an engineer who carries a CISCO CCNP R&S certification, HP will automatically grant that person with an HP AIS Network Infrastructure certification; and so on.

To be granted the HP certification the engineer will need to have an HP Learner ID and then provide proof of their CISCO certification by emailing **premium.support@hp.com** and attaching a .pdf copy of their CISCO certification(s).

The CISCO certifications must be no older than 3 years to be eligible.

This process will therefore also enable qualifying partners (those with the appropriate CISCO CCNP or CCIE certs) to quickly obtain the technical certification required for either the NP Unified Networking –Specialist and NP Unified Networking – Expert competencies.

If you need any further clarification or assistance with this please contact **valerie.mckenzie@hp.com** in the first instance.

There are also some other very good resources at your fingertips as follows:

HP Networking Training Site

Certification Explorer

ExpertONE home page

Partner Portal

For those partners who wish to achieve HP Unified Networking – Master status they will need to carry MASE level technical certifications.

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Avnet Partner Solutions	**1300 303 767**	for HP servers and StorageWorks and Thin Clients	**www.avnetonline.com.au**
Dicker Data	**1800 688 586**	for HP PCs, notebooks, servers, StorageWorks and Networking	**www.dickerdata.com.au**
Ingram Micro	**1300 651 124**	for all HP products	**www.ingrammicro.com.au**
Ingram Micro Vantex	**1300 727 846**	for HP RPOS and Digital Signage only	**www.ingrammicro.com.au**
Lynx Technologies	**1300 112 111**	for HP StorageWorks, HP Servers and Networking	**www.lynxtech.com.au**
Sektor Distributors	**1300 2 SEKTOR** **1300 2 735 867**	for HP RPOS and Digital Signage only	**www.sektor.com.au**
Synnex	**1300 100 100**	for HP desktops, notebooks & HP printing and supplies	**www.synnex.com.au**